



American Heart Association | American Stroke Association  
*Learn and Live.*

April 25, 2008

Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, S.W., Room TW-A325  
Washington, D.C. 20554

Re: MB Docket No. 04-233

Dear Ms. Dortch:

I noted with great interest that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities." I wanted to be one of the first to tell you that, in my view and in the view of my organization, Love-Fm already serves our community in any number of ways that makes any additional federal regulation unnecessary.

Our relationship with Love-Fm began in 2007, when the station signed on as the official radio sponsor for our Go Red For Women, which raises awareness about the No. 1 killer of women, heart disease. Love-Fm ran a localized PSA campaign in support of Go Red For Women, bringing the message to millions of listeners. The Love-Fm team was on-site for our Go Red For Women luncheon, the signature fundraiser for our movement. The team, including on-air talent interacted with the 600+ attendees and provided music. We expanded our relationship with the station later that year when Love-Fm increased its PSA support to include additional American Heart Association campaigns and included Go Red For Women in four of its community events.

Given that we consider the media to be one of the most effective vehicles for disseminating our lifesaving messages regarding cardiovascular disease prevention and treatment, our relationship with Love-Fm has been critically important in the achievement of our mission in metro Chicago. Not only has the station been an important partner on our community events, but its commitment to providing listeners with thorough and well-researched health information – including the latest developments related to cardiovascular diseases and stroke – is to be applauded.

Due to the support Love-Fm has provided to the American Heart Association, I am curious as to why the FCC deems it necessary to issue additional regulations. In my view, our community already is well-served by Love-Fm and no national regulation could create the kind of great local partnership that we already enjoy.

Respectfully submitted,

Shaun Wiley  
Communications Director